GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:5388
ANSWERED ON:05.05.2008
SILK MARK ORGANISATION OF INDIA
Sugavanam Shri E.G.

Will the Minister of TEXTILES be pleased to state:

(a) the main functions, aims and objectives of Silk Mark Organisation of India (SMOI);

(b) the total membership alongwith the number of organisations that have so far applied for membership of SMOI, State and Union Territory-wise;

(c) the number of members added alongwith the number of products labelled under Silk Mark Scheme so far, State and Union Territory-wise;

(d) the revenue collected through Registration Fees from Members during each of the last three years, State-wise; and;

(e) the steps taken to bring awareness among the people about the Scheme SMOI?

Answer

MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SHRI E.V.K.S. ELANGOVAN)

(a): Silk Mark is a measure initiated by the Ministry of Textiles through the Central Silk Board to protect the Indian consumers from spurious varieties of silks prevailing in the market. It has been found that many of the retail outlets sell artificial silk in the guise of pure silk and thus, in the process mislead the consumers. The Central Silk Board, a Statutory Body of the Ministry of Textiles, Govt. of India, introduced this initiative during June 2004 for the protection of the interests of the consumers and other stake holders of the silk value-chain by bringing out "Silk Mark" Scheme through the Silk Mark Organisation of India (SMOI).

Aims and Objectives:
Ã˜ to protect the interests of the consumers and other stake holders of the silk value- chain with regard to purity of silk.
Ã˜ Generic promotion of Indian silk in domestic and international markets.

Major Function/responsibilities:
Ã˜ Popularisation of Silk Mark Label, Enrollment of Members and Authorised Users and their training.
Ã˜ To Organise and participate various national/international level Exhibitions, Trade Fairs, Silk Mark Festival, Expos etc.,
Ã˜ To conduct Awareness Programmes for the consumers and the industry along with other publicity campaigns
Ã˜ Market Intelligence and Surveillance

Since inception, in a span of about three years, the SMOI has initiated many activities to spread the reach of the Silk Mark in the country and make the people aware about Silk Mark.

(b), (c) & d): Statewise total number of membership made under SMOI, number of Silk Mark products labeled under Silk Mark Scheme so far and the Statewise revenue collected through Registration Fees from Members during the last three years are given below:

(Rs. in Lakhs)

SMOI Zones	Particulars States covered	No. of Members added	No. of Silk Mark products labeled (in Lakh Nos.)	Revenue collected through Registration, Sale of Silk Mark Labels etc. during the Years reached Market		
				2005-06	2006-07	2007-08
Hyderabad	Andhra Pradesh	82	1.500	1.50	2.20	1.95
Guwahati	North Eastern States	75	0.600	0.20	3.00	2.10
Delhi	Delhi, Chandigargh, Haryana	26	0.250	0.15	1.50	1.45
Bangalore	Karnataka, Kerala	184	17.530	12.43	22.00	22.81

Chennai Tamilnadu, Pondichery 228 21.500 15.40 28.00 15.00
Mumbai Maharashtra, M.P, Chhatisgarh, Gujarat 154 3.900 1.50 3.21 4.10
Kolkata West Bengal, Orissa, Jharkhand, Bihar 76 1.500 0.50 3.00 1.80
Varanasi Uttar Pradesh, Uttaranchal 26 0.460 0.10 0.50 0.75
Srinagar Jammu & Kashmir 25 0.350 0.10 0.45 0.60
TOTAL 876 47.590 31.88 63.86 50.56

The Silk Mark Scheme is being given a new thrust for the brand promotion of Silk involving all the stake holders i.e., from farmers to exporters. Approximately 47.6 lakh Silk Mark labelled products have reached the market.

(e): Some of the important steps taken to bring awareness among the people about the SMOI Scheme are as under:

i. Awareness Programme:
Since the Organisation is primarily promoted to protect the interest of the consumers it has been conducting awareness campaign in many cities of India. In the last four years of its operation, SMOI has conducted more than 419 programmes /events including Road Shows. The places at which these programmes were organized by SMOI is given below:

#	CHAPTER	PLACES OF AWARENESS PROGRAMMES / EVENTS
1	Chennai	Madurai, Paramakudi, Chennai, Kancheepuram, Trichy, Oddanchathiram, Tenkasi, Sivakasi, Nagerkoil, Virudunagar, Mayavaram, Cuddalore, Erode, Salem, Coimabatore, Palani, Sirkali, Dindugal, Tutucorin, Pattukottai, Coutralam, Neyveli, Kumbakonam, Villupuram, Tanjore.
2	Hyderabad	Hyderabad, Pochampalli, Warangal, Nalgonda
3	Guwahati	Guwahati, Nalbari, Sualkuchi, Boko, Duli yazan
4	Mumbai	Mumbai., Thane, Ahmedabad, Bhandara, Nagpur, Sangli, Surat, Pune,yeola
5	New Delhi	New Delhi, Dehradun, Noida
6	Bangalore	Hindupur, Bangalore, Davangere, Dharmavaram, Mysore
7	Varanasi	Varanasi , Mubarakpur
8	Srinagar	Srinagar, Jammu
9	Kolkata	Kolkata, Berhampore, Bhuvaneswar
10	Bhagalpur	Bhagalpur

ii. Participation in Exhibitions & Fairs:
Joint Programmes with Consumers Forums, Consumer Clubs and various others associations are being organised in the following major cities - Bangalore, Chennai, Mumbai, Hyderabad, Kancheepuram, Kolkata, Guwahati, New Delhi, Varanasi etc.

iii. Organising Silk Mark Expo in major cities:
To create mass awareness among consumers, Silk Mark Expo are being organised exclusively for Authorised Users of Silk Mark in major cities. So far three such Expo have been organised in Mumbai, Pune and Bangalore and it has been planned to conduct the same in other major citis like Ahmedabad, Chennai, Hyderabad, Mysore, Kochi, Chandigargh, Delhi etc.

iv. Surveillance Visits:
In order to ensure that the consumers do not loose confidence in Silk Mark and to enhance the credibility of Silk Mark, a two tier surveillance mechanism has been put in place. The surveillance mechanism envisages the following;

The Silk Mark Executive visits the Authorized User premises regularly once in two months .The Executive verifies the no. of label consumed and draws 5% of the Silk Mark labeled products at random for verification. The drawn products are subjected to testing of purity, and other quality parameters as listed in the quality manual.

v. Advertisements/ Publicity support:
Regular advertisements are released in the press and audiovisual media to enhance the visibility of Silk Mark and create awareness & inspire confidence among consumers and Authorised Users of Silk Mark. The Authorised Users are also provided with appropriate publicity material for prominent display in their retail outlets.

vi. Training support to Authorised Users of Silk Mark:
SMOI guide the persons concerned in adopting the Quality Standards required, control mechanism to be adopted etc. while using the label.